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Message Text

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ACTION CU-03

INFO OCT-01 EUR-12 ISO-00 /016 W
---------- 118985
R 071540Z AUG 75
FM AMEMBASSY LISBON
TO SECSTATE WASHDC 3691
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C O N F I D E N T I A L LISBON 4485

USIA FOR IEU/MCLAUGHLIN

EO 11652: GDS
TAGS: SCUL, PFOR
SUBJ: PRESENTATION OF PERFORMING ARTS IN PORTUGAL

REF: LISBON 3827; STATE 173576

1. EMBASSY LOOKING FORWARD TO RECEIVING RESPONSE TO REFTEL.

2. A. SAFETY OF VISITING ARTISTS IS OF PRIME CONCERN TO EMBASSY. TO DATE, EMBASSY KNOWS OF NO UNPLEASANTNESS DIRECTED TOWARD VISITING ARTIST FROM ANY COUNTRY. SUGGEST DEPT CONSIDER FACT THAT VIOLENCE, ALTHOUGH INCREASING, HAS NOT BEEN DIRECTED TOWARD CULTURAL PRESENTATIONS. CHARACTERISTIC RESTRAINT OF PORTUGUESE AND SUCCESS OF RECENT PRESENTATIONS WHICH TOOK PLACE WITHOUT INCIDENTS SHOULD ALSO BE CONSIDERED. NO CULTURAL PRESENTATION, FROM ANY COUNTRY, HAS EXPERIENCED UNPLEASANT REACTION. SHOULD SITUATION CHANGE, WE WILL ADVISE.
B. FOLLOWING THEATERS ARE AVAILABLE FOR PROGRAMMING:

(IN LISBON)	CAPACITY
GULBENKIAN (2 AUDITORIUMS)	1,600 AND 340
UNIVERSITY OF LISBON	2,000
(ENROLLMENT: 18,109	
AMERICAN CULTURAL CENTER	120
SAO CARLOS	1,000
SE CATHEDRAL	600
COLISEUM	5,000
NATIONAL STADIUM	60,000

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LIGHT STADIUM	70,000

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AVALADE STADIUM 50,000
RESTELO STADIUM 35,000
SPORTS PAVILLION 4,000
(IN COIMBRA)
(FYI: LOCATION OF UNIVERSITY OF COIMBRA - ENROLLMENT: 8,638.
NO UNIVERSITY AUDITORIUM PRESENTLY EXISTS, BUT CLASSROOMS CAN
BE USED)
TEATRO GIL VICENTE 1,200
(IN OPORTO)
UNIVERSITY OF OPORTO (ENROLLMENT: 10,684). NO UNIVERSITY
AUDITORIUM PRESENTLY EXISTS, BUT CLASSROOMS CAN BE USED.
COLISEUM 3,500
RIVOLI 1,000
AMERICAN LANGUAGE INSTITUTE
(CLASSROOM SPACE ONLY) 40
(IN EVORA)
CENTRO CULTURAL REGIONAL DE EVORA 850
EMBASSY WOULD PROGRAM ATTRACTIONS IN ALL MAJOR POPULATION
CENTERS, CARE WOULD BE TAKEN TO ENSURE APPROPRIATE EXPOSURE IN
LOCATIONS SUCH AS OPORTO WHICH HAVE DEMONSTRATED THEIR DISPLEASURE
WITH STEADY LEFTWARD DRIFT IN PORTUGAL.
C. 1. SINCE APRIL 1974 REVOLUTION, PORTUGUESE HAVE CONTINUED TO
SHOW GREAT THIRST FOR CULTURAL ATTRACTIONS. MOVIE THEATERS,
COLISEUMS, PERFORMING HALLS ARE ALMOST ALWAYS WELL ATTENDED.
2. AFM'S FIFTH DIVISION'S CULTURAL DYNAMIZATION PROGRAMS (I.E.
POLITICAL CONSCIOUSNESS-RAISING) ARE BRINGING FORTH NEW WORKING-
CLASS AUDIENCES FOR CULTURAL PROGRAMS WHOSE TASTES MAY BE PRESENTLY
DESCRIBED AS POPULAR AND CONSERVATIVE, ASPIRING TO CLASSICAL.
D. EMBASSY IN NO WAY INTENDS TO COMPETE WITH EASTERN BLOC
CUL/PRES. EMBASSY WOULD LIKE TO GIVE PRIORITY TO TYPE OF
CULTURAL PRESENTATIONS (I.E. CONTEMPORARY DANCE, CONCERTS OF
JAZZ/FOLK/ROCK REPRESENTATIVE OF THE 1970'S AND CARRYING MESSAGE
OF OPEN, SELF-RENEWING DYNAMIC SOCIETY) WHICH WOULD APPEAL TO
THE MANY YOUNG AFM OFFICERS WHO HAVE SERVED IN PORTUGUESE
TERRITORIES IN AFRICA AS WELL AS TO UNIVERSITY STUDENTS. ALMOST
EQUAL EMPHASIS SHOULD BE PUT ON PROGRAMMING TOP-NOTCH CLASSICAL
FARE REPRESENTATIVE OF VITALITY AND EXCELLENCE OF U.S. CULTURAL
ACHIEVEMENTS FOR THE ASPIRING MIDDLE CLASSES. WE ARE INTERESTED
IN PROMOTING ACTIVE, BALANCED CULTURAL PROGRAMMING TO SHOW
PORTUGUESE THE CREATIVITY AND FREEDOM OF U.S. CULTURE; TO PROMOTE
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MUTUALITY OF WESTERN HERITAGE TO SHOW MODERATES THAT WE CARE.

3. POST WOULD TARGET AND DISTRIBUTE VARIOUS CULTURAL
PRESENTATIONS AMONG VARIOUS THEATERS IN MAJOR POPULATION
CENTERS TO AVOID POSSIBILITY OF SPECULATION ON MEANING
OF SUDDEN, LARGE-SCALE INFLUX OF U.S. PERFORMING ARTISTS.
EMBASSY BELIEVES STRONGLY THERE WOULD BE NO SPECULATION
ON SUBJECT. MESSAGE OF FREE AND SOCIALLY RESPONSIVE

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SOCIETY CONVEYED THROUGH VARIETY OF U.S. CULTURAL
PRESENTATIONS PERFORMED BY U.S. CITIZENS OF DIFFERING
RACE, SEX, RELIGION, ECONOMIC CLASS AND NATIONAL ORIGIN
WHO HAVE HAD ACCESS TO LIFE'S CULTURAL OPPORTUNITIES IN
U.S. FAR OUTWEIGHS RISK OF SILENCE FROM FEAR THAT CUL/PRES
WOULD BE SEEN AS ENDORSEMENT OF PRESENT REGIME. IN ADDITION,
SELECTIVE PROGRAMMING AT CERTAIN THEATERS (E.G. GULBENKIAN)
OR CHURCHES AUTOMATICALLY CONVEYS NON-ENDORSEMENT OF PRESENT
REGIME.

4. COMMENT: PORTUGUESE EAGERNESS FOR POLITICAL AND
CULTURAL PARTICIPATION CAN BE SEEN IN THEIR ALMOST INDE-
FATIGABLE ATTENDANCE AT ALL THEATERS: STREET DEMONSTRATIONS,
POLITICAL MEETINGS, MOVIES AND PERFORMING HALLS. POST
BELIEVES THAT PRESENT TIME IS APPROPRIATE FOR LARGE-SCALE
WELL TARGETED CULTURAL PRESENTATIONS NOW THAT PORTUGUESE
POLITICAL/CULTURAL ATTITUDES AND VALUES ARE UNDERGOING
VAST CHANGES. RECENT MOST SUCCESSFUL AMERICAN CULTURAL
ENDEAVORS HAVE INDICATED TO EMBASSY THAT PORTUGUESE FROM
ALL WALKS OF LIFE FEEL A SENSE OF IDENTITY WITH AMERICAN
CULTURAL VALUES. THE PSYCHOLOGICAL EFFECTS RESULTING FROM THESE
EVENTS DEMONSTRATED TO US THE NEED TO INTENSIFY AND TO CAPITALIZE
ON THE WARM RELATIONS INSPIRED BY THEM.
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